

A Survey of 500 Registered Voters in the City of Norman

June 9-15, 2015

Margin of error: +/- 4.3%

Hello Mr./Mrs. _____, I'm _____ of CHS & Associates, a local research firm. We're speaking with residents of the City of Norman today to ask their opinion about upcoming elections affecting your community.

1. Do you think things in Norman are headed in the right direction, or do you think things are currently on the wrong track?

64%	Right direction
21%	Wrong track
15%	Undecided

2. Would you favor or oppose Norman undertaking a significant investment in itself, similar to the approach taken by Oklahoma City's MAPS programs? (After response, ask:) Would you say you would strongly (favor/oppose) or only somewhat (favor/oppose)?

39%	Strongly favor
25%	Somewhat favor
6%	Somewhat oppose
13%	Strongly oppose
17%	Undecided

(Rotate next two questions)

3. Do you think property taxes in Norman are too high, too low, or just about right?

39%	Too high
4%	Too low
50%	Just about right
7%	Undecided

4. Do you think sales taxes in Norman are too high, too low, or just about right?

22%	Too high
3%	Too low
72%	Just about right
3%	Undecided

5. If an election were held today, would you vote yes or would you vote no on a proposal to levy a one half of one percent sales tax for 15 years to fund 143 million dollars on a quality of life projects such as new central and east side libraries, indoor and outdoor youth sports facilities, a new outdoor family aquatic center to replace Westwood pool, an indoor aquatic center, renovations to 51 neighborhood parks, a new expo center, trails and street improvements? (After response, ask:) Would you say you would definitely vote (yes/no) or only probably vote (yes/no)?

48%	Definitely yes
19%	Probably yes
8%	Probably no
18%	Definitely no
6%	(Do not read) Undecided

6. (Skip if "Undecided" on previous question) Can you tell me why you would be voting (yes/no)?

Voting Yes:

7%	Good Investment
13%	Family
6%	Infrastructure
4%	Pool
5%	Library
44%	General Needed
10%	Norman Lagging
1%	Miscellaneous
10%	Do Not Know

Voting No:

23%	Taxes Too High
22%	Not Needed
18%	Too Many Projects
16%	More Important Issues
14%	Miscellaneous
7%	Do Not Know

7. Thinking about local elections like for city council, water rates, school board and others in Norman, do you think the election I just described is more important than most, the same as most, or less important than most elections?

33%	More important
51%	Same as others
11%	Less important
5%	(Do not read) Undecided

8. Have you heard of Norman Forward? (If yes, ask:) Would you say you have a favorable or an unfavorable impression of Norman Forward?

33%	Favorable
13%	Unfavorable
23%	Heard/No opinion
31%	Never Heard of

Now I want to read you a list of possible projects which could be included in a Norman initiative. For each of these projects, please tell me if its inclusion would make you more likely to vote yes for a proposal or more likely to vote no against a proposal that included that project. (After response, ask:) Would you say the inclusion of that project would make you definitely vote (yes/no) or only probably vote (yes/no)?

(Randomize List)

9. 6 million dollars for what is known as James Garner Avenue, formerly known as the Front Street project, that would better connect downtown Norman with Robinson and Flood.

45%	Definitely yes
21%	Probably yes
9%	Probably no
19%	Definitely no
7%	(Do not read) Undecided

10. (Split the sample with the next two questions) 44 million dollars for library system improvements including a new central library and an east side branch library.

55%	Definitely yes
16%	Probably yes
7%	Probably no
19%	Definitely no
3%	(Do not read) Undecided

11. (Split the sample with question 10) 39 million dollars for a new central library.

38%	Definitely yes
18%	Probably yes
9%	Probably no
28%	Definitely no
7%	(Do not read) Undecided

12. (Split the sample with question 10) 5 million dollars for a new east side branch library.

44%	Definitely yes
21%	Probably yes
4%	Probably no
27%	Definitely no
5%	(Do not read) Undecided

13. 27 million for park improvements at 51 existing neighborhood parks, six new neighborhood parks, the initial phase development of Ruby Grant Park, phase two of Saxon Park, the completion of the Legacy Trail central loop, phase one of the Canadian River Park nature trail as well as improvements at Westwood Tennis Center and Andrews Park.

50%	Definitely yes
24%	Probably yes
7%	Probably no
16%	Definitely no
4%	(Do not read) Undecided

14. 12 million to replace the current Westwood public pool with a new outdoor family aquatic center to include a recreational pool, a lap pool, play and spray features, a lazy river, and a diving area.

47%	Definitely yes
21%	Probably yes
9%	Probably no
18%	Definitely no
5%	(Do not read) Undecided

15. 23.5 million dollars for sports improvements at Reaves and Griffin Parks including the creation of an indoor sports facility for soccer and other purposes, 20 new youth outdoor fields, new restroom facilities, additional parking and an adult softball, and flag football complex.

41%	Definitely yes
21%	Probably yes
10%	Probably no
22%	Definitely no
6%	(Do not read) Undecided

16. (Split the sample with the next question) 14 million for an indoor aquatics center.

37%	Definitely yes
20%	Probably yes
12%	Probably no
22%	Definitely no
8%	(Do not read) Undecided

17. (Split the sample with the previous question) 14 million for an indoor aquatics center with an agreement for it to be operated by the YMCA and used by Norman Public Schools, Norman Regional Hospital for rehabilitation services, and the general public, all of which will help pay operating costs.

53%	Definitely yes
22%	Probably yes
6%	Probably no
12%	Definitely no
7%	(Do not read) Undecided

18. (Split the sample with the next question) 8.5 million dollars for a new indoor recreation facility for eight full size courts that also could serve as 16 youth size courts that would allow for recreational sports league activities, basketball, volleyball, gymnastics, wrestling, and other sport events and other activities to be held in Norman.

49%	Definitely yes
17%	Probably yes
12%	Probably no
16%	Definitely no
6%	(Do not read) Undecided

19. (Split the sample with the previous question) 8.5 million dollars for a new indoor recreation facility for eight full size courts that also could serve as 16 youth size courts that would allow for recreational sports league activities, basketball, volleyball, gymnastics, wrestling, and other sport events and other activities to be held in Norman and will replace the aging world war II hangar near the YMCA at the airport.

50%	Definitely yes
22%	Probably yes
5%	Probably no
17%	Definitely no
6%	(Do not read) Undecided

20. 7 million dollars to supplement funding for an expo center that includes exhibition space suitable for accommodating tradeshows, conventions and similar events.

34%	Definitely yes
21%	Probably yes
12%	Probably no
25%	Definitely no
8%	(Do not read) Undecided

(End Randomization)

21. As you may know, the City of Norman was recently informed that the land leased from the state for Griffin Park, Francis Cate Park and Sutton Wilderness may not be renewed by the state. Because of this, 5 million dollars of this package we have discussed will be used as a partial payment to convert Griffin Park, Francis Cate Park and Sutton Wilderness from their current status as being leased to purchasing these areas from the state. Does this make you more likely to vote yes or more likely to vote no on the package we discussed? (After response, ask:) Would you say you would definitely vote (yes / no) or only probably vote (yes / no)?

46%	Definitely yes
24%	Probably yes
6%	Probably no
13%	Definitely no
11%	(Do not read) Undecided

22. Voting yes for this package would allow converting much of the existing central library to an up-to-date senior citizens center. This would not take additional funding as a bond issue for this purpose was passed by voters in 2008. Does this make you more likely to vote yes or more likely to vote no on the package we discussed? (After response, ask:) Would you say you would definitely vote (yes / no) or only probably vote (yes / no)?

55%	Definitely yes
22%	Probably yes
4%	Probably no
12%	Definitely no
7%	(Do not read) Undecided

23. Thinking about a new senior citizen center for Norman residents, which of the following comes closest to your beliefs: (Randomize the first two statements)

12%	I prefer a new stand-alone facility for our senior citizens, even if it costs more
20%	I prefer fully renovating the existing central library
58%	As long as the facility is modern and meets the needs of our senior citizens, I do not have a preference if it is a new facility or a renovation of the central library
10%	(Do not read) Undecided

24. (Split the sample with the next question) Do you agree or disagree with the following statement: I would prefer these projects be paid for through a sales tax rather than a property tax.

80%	Agree
12%	Disagree
8%	(Do not read) Undecided

25. (Split the sample with the previous question) Do you agree or disagree with the following statement: I would prefer these projects be paid for through a property tax rather than a sales tax.

16%	Agree
72%	Disagree
13%	(Do not read) Undecided

26. Which would you prefer: (Rotate statements)

53%	A 15 year sales tax at one-half of one percent to complete these projects
31%	A 7 and one half year sales tax at one percent to complete these projects
16%	(Do not read) Undecided

27. Which of the following comes closest to your beliefs: (Rotate statements)

- 48% I am glad Norman leaders are putting forward a comprehensive package to maintain and improve the quality of life in Norman. We all have to work together. From senior citizens and those with children in sports, to those wanting to improve our economy with the expo center to those interested in the library, streets, trails and parks, we all want a better Norman.
- 45% I don't like lumping all of these projects together and spending tax dollars building things only a few people want. Citizens should also be able to vote on each project individually because some of the projects have operations cost and financing concerns that are not yet answered.
- 6% (Do not read) Undecided

28. Can you tell me why (Statement # 1/ Statement #2) comes closest to your beliefs?

Why Statement #1:

- 15% Benefit Community
28% Support All Projects
18% Normans Best Interest
5% General Positive
2% Specific Issue
13% Miscellaneous
19% Do Not Know

Why Statement #2:

- 41% Should be Broken Up
9% Not Needed
4% Specific Issue More Important
4% Don't Trust Government
17% Miscellaneous
25% Do Not Know

29. Given that some of these projects will require operating expenses and maintenance, would you favor or oppose making the sales tax either a little higher or a little longer so it could include funding for those operating expenses and long term maintenance. (After response, ask:) Would you say you would strongly (favor / oppose) or only somewhat (favor / oppose)?

- 37% Strongly favor
26% Somewhat favor
7% Somewhat oppose
19% Strongly oppose
12% (Do not read) Undecided

30. Are there any projects we have not discussed that you think the city council should consider as part of Norman Forward? (Open ended)

18%	Infrastructure
2%	Storm Drainage
3%	Parks and Trails
1%	Senior Citizen Buildings
6%	Community Activities / Buildings
6%	Miscellaneous
64%	Do Not Know

Now I'm going to read you a short list of statements about the proposed package. For each one, I want you to tell me if that statement makes you more likely to vote yes for the proposed package or more likely to vote no, against the proposed package we have discussed. If it makes no difference, just say so. (After each response, ask:) Would you say that makes you definitely vote (yes / no) or only probably vote (yes / no)?

(Randomize next two questions)

31. In the next five years, Norman will likely face additional tax and fee elections to address storm water, transportation and future utility needs. (As necessary, ask:) Does this information make you more likely to vote yes, for the proposed package, or more likely to vote no, against the proposed package?

32%	Definitely yes
17%	Probably yes
8%	Probably no
14%	Definitely no
22%	Makes no difference
7%	(Do not read) Undecided

32. We all want a healthier Norman and many of these projects will provide more opportunities for Norman residents of all ages to engage in a healthier lifestyle. (As necessary, ask:) Does this information make you more likely to vote yes, for the proposed package, or more likely to vote no, against the proposed package?

51%	Definitely yes
19%	Probably yes
3%	Probably no
10%	Definitely no
13%	Makes no difference
4%	(Do not read) Undecided

(End Randomization)

33. Now knowing a little bit more, if an election were held today, would you vote yes or would you vote no on a proposal to levy a one half of one percent sales tax for 15 years to fund 143 million dollars on a quality of life projects such as new central and east side libraries, indoor and outdoor youth sports facilities, a new outdoor family aquatic center to replace Westwood Pool, an indoor aquatic

center, renovations to 51 neighborhood parks, a new expo center, trails and street improvements?
(After response, ask:) Would you say you would definitely vote (yes/no) or only probably vote (yes/no)?

48%	Definitely yes
18%	Probably yes
8%	Probably no
20%	Definitely no
6%	(Do not read) Undecided

34. (If “Yes” or “Undecided” on Q5 but “No” on Q33, ask:) Can you tell me why you would be voting no?
(open ended)

39%	Should Be Broken Up
13%	Sales Tax Too High
16%	Miscellaneous
32%	Do Not Know

35. (If “No” or “Undecided” on Q5 but “Yes” on Q33, ask:) Can you tell me why you would be voting yes?
(Open ended)

28%	Good Things Included
31%	Needed
14%	Miscellaneous
27%	Do Not Know

36. Which of the following age group is correct for you?

2%	18 – 24
8%	25 – 34
13%	35 – 44
22%	45 – 54
22%	55 – 64
18%	65 – 74
14%	75 and Over
1%	(Do not read) Refused

37. How often do you read the Norman Transcript? Would that be:

38%	Most every day
6%	Three or four times a week
13%	Once or twice a week
6%	Less than once a week
35%	Hardly ever
2%	(Do not read) Undecided

38. When was the last time you attended a youth sporting event in Norman? Would that be:

48%	Within the last year
17%	Two to five years ago
8%	Six to 10 years ago
10%	More than 10 years ago
15%	Never
2%	(Do not read) Undecided

39. Is your annual household income over or under \$50,000? (After response, ask:) Would you say it is (over/under) (\$25,000/\$75,000?) (If over \$75,000, ask:) Would you say it is over or under \$100,000? (If over 100,000, ask:) Would that be over or under \$150,000?

7%	Under \$25,000
17%	\$25,000 to \$50,000
19%	\$50,000 to \$75,000
18%	\$75,000 to \$100,000
17%	\$100,000 to \$150,000
12%	Over \$150,000
10%	(Do Not Read) Refused

40. Gender (by observation)

48%	Male
52%	Female

Remaining data from file

41. Local Election Vote History

35%	Zero
11%	One
7%	Two
6%	Three
7%	Four
33%	Five or more

42. Area of residence

29%	West
16%	North
18%	West Central
10%	Central/OU
27%	East